

Please cancel the previous version of claims 1, 13, 17 and 19 and rewrite claims 1, 13, 17 and 19 as follows. (Pursuant to 37 C.F.R. § 1.121, the following is a clean copy of the amended claims. A marked-up version of these claims is attached hereto on a separate sheet.)

1. (Amended) A method of creating direct marketing opportunities by use of a package storage and retrieval system comprising the steps of:

a) providing within a retail outlet a receptacle with a compartment capable of receiving, retaining and releasing at least one package deposited by a sender for pick-up by a recipient thereby beginning a transaction;

b) providing to the sender access to the receptacle to deposit a pre-ordered package within the receptacle for a recipient;

a) c) providing to the recipient access to the receptacle to retrieve the package and thereby completing a transaction such that the compartment may be used for another transaction, wherein the recipient is a customer retrieving the pre-ordered package;

d) acquiring customer information before or during the transaction;
and

e) using the acquired customer information to provide direct marketing to the customer before, during or after the transaction, wherein the direct marketing is made possible by the recipient's visit to the retail outlet to pick up the at least one package.

A2 12 ~~13~~. (Amended) The method according to claim 1 wherein the step of marketing is comprised of any from the group of providing marketing messages to the customer at the time of package pick-up and providing in-store coupons at the time of package pick-up.

A3 16 ~~17~~. (Amended) The method according to claim 1 further comprising the step of providing access to the sender after the transaction is completed to receive a returned package.

A4 18 ~~19~~. (Amended) The method according to claim ~~18~~¹⁷ wherein the step of providing access to the recipient comprises extracting identification information from the recipient's credit card to confirm the recipient identity.

Please add new claim 25 as follows:

A5 23 ~~25~~. A method of creating direct marketing opportunities by use of a package storage and retrieval system comprising the steps of:

- a) providing within a retail outlet a receptacle with a compartment capable of receiving, retaining and releasing at least one package deposited by a sender for pick-up by a recipient thereby beginning a transaction;
- b) providing to the sender access to the receptacle to deposit a pre-ordered package within the receptacle for a recipient;

c) providing to the recipient access to the receptacle to retrieve the package and thereby completing a transaction such that the compartment may be used for another transaction, wherein the recipient is a customer retrieving a pre-ordered package;

d) acquiring customer information before or during the transaction;
and

e) using the acquired customer information to provide direct marketing to the customer before, during or after the transaction, wherein the direct marketing is made possible by goods that the recipient may avail himself of at the time of the visit to the retail outlet to pick up the at least one package. --

Q5
Please add new claim 26 as follows:

²⁴
~~--26.~~ A method of creating direct marketing opportunities by use of a package storage and retrieval system comprising the steps of:

a) providing within a retail outlet a receptacle with a compartment capable of receiving, retaining and releasing at least one package deposited by a sender for pick-up by a recipient thereby beginning a transaction;

b) providing to the sender access to the receptacle to deposit a pre-ordered package within the receptacle for a recipient;

c) providing to the recipient access to the receptacle to retrieve the package and thereby completing a transaction such that the compartment may be used for another transaction, wherein the recipient is a customer retrieving the pre-ordered package;